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# Message Text

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16
ORIGIN COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 EUR-12 /030 R

DRAFTED BY COM/BIC/OED/OBOD/TOP/A.W.RICE
APPROVED BY EB/OCA/REP:LAKLIEFORTH
COM/BIC/OED/OBOD/TOP/A.W.RICE
COM/BIC/OED/OBOD/R.E.COHEN
COM/BIC/OED/D.H.BAKER
---------- 054823
R 150321Z FEB 75
FM SECSTATE WASHDC
TO AMCONSUL OSAKA KOBE
INFO AMEMBASSY TOKYO
AMCONSUL NAHA
AMCONSUL FUKUOKA
AMCONSUL SAPPORO

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E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: TRADE OPPORTUNITY PROGRAM; STATE DEVEL.
--- AGENCIES

REF: (A) OSAKA-KOBE T-0144, FEBRUARY 5, 1975; (B) STATE
--- T-228725, OCTOBER 17, 1974

1. USDOC CAN RETRIEVE FULL T.O.S FOR INDIVIDUAL U.S. COMPANIES ON BASIS T.O. PARAGRAPH 1.

2. EUROPEAN POSTS ARE PROVIDING FULL T.O.S TO STATE DEVELOPMENT AGENCY OFFICES IN EUROPE. THIS PROCEDURE HAS HAD LITTLE IF ANY ADVERSE IMPACT ON TOP SUBSCRIBER REGISTRATION IN STATES THAT HAVE ACTIVE STATE DEVELOPMENT AGENCY OFFICES OVERSEAS.

3. AS ADVISED IN REF. (B), COMMERCE HAS NO REPEAT NO OBJECTION TO POSTS PROVIDING T.O. INFORMATION TO STATE DEVELOPMENT AGENCY OFFICES PENDING DEVELOPMENT AND
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IMPLEMENTATION OF COMMERCE'S PLANS TO PROVIDE TRADE

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OPPORTUNITIES TO STATE DEVELOPMENT AGENCIES IN THE U.S. FOR REDISSEMINATION. REF. (B) ALSO ADVISED THAT THESE PLANS WERE BEING POSTPONED BECAUSE OF THE IMPACT ON TOP SUBSCRIBER REGISTRATION EFFORT AND ON THE PROGRAM'S POTENTIAL TO RECOVER COSTS.

4. NOW THAT THE INITIAL TOP REGISTRATION EFFORT IS NEARING SUCCESSFUL COMPLETION, COMMERCE PLANS TO UNDER-TAKE SEVERAL MEASURES TO INCREASE THE PROGRAM'S EFFECTIVENESS AND ITS COST RECOVERY POTENTIAL. ONE OF THE MEASURES BEING PLANNED IS TO PROVIDE T.O. INFORMATION IN A PUBLISHED FORMAT WEEKLY OR TWICE WEEKLY BEGINNING JULY 1, 1975. THIS PUBLICATION WOULD BE AVAILABLE AS AN ALTERNATIVE TO THE PRESENT NOTICE SYSTEM TO SERVE COMPANIES THAT ARE INTERESTED IN GETTING T.O.S FOR A WIDE RANGE OF PRODUCTS AND THAT FIND THE NOTICE SYSTEM TO BE TOO EXPENSIVE. TOP RENEWAL RATES APPEAR TO BE LOWEST FOR COMPANIES THAT EXHAUST THEIR TOP SUBSCRIPTIONS QUICKLY--I.E., TAT RECEIVE 50 OR MORE T.O.S PER QUARTER YEAR. THESE COMPRISE ABOUT 30 PERCENT OR MORE OF THE TOP INACTIVE SUBSCRIBER LIST.

5. THIS PUBLICATION WOULD OF COURSE BE AVAILABLE TO STATE DEVELOPMENT AGENCIES AND OTHER MULTIPLIERS AT THE SAME PRICE CHARGED TO U.S. EXPORTERS. ONCE COMMERCE BEGINS MAKING T.O. INFORMATION AVAILABLE TO STATE DEVELOPMENT AGENCIES IN THIS PUBLISHED FORMAT, TOP SUBSCRIBER REGISTRATION WILL DOUBTLESS BE AFFECTED IN SOME CASES. HOWEVER, EVEN IN THE FEW STATES THAT ARE GEARED UP AND FULLY BUDGETED TO DISSEMINATE ALL T.O.S, COMPANIES WILL GET T.O.S FROM STATE DEVELOPMENT AGENCIES 10 DAYS TO 4 WEEKS AFTER TOP SUBSCRIBERS, DUE TO THE VARYING AMOUNTS OF ADDITIONAL STATE-LEVEL PROCESSING TIME AND THE ADDITIONAL TIME IN THE MAILS. ASIDE FROM THE TIMELINESS OF DISSEMINATION, IN STATES THAT ARE NOT EQUIPPED TO DISSEMINATE ALL T.O.S REPORTED, THE ONLY WAY A COMPANY COULD BE CERTAIN OF GETTING EVERY T.O. IN WHICH IT IS INTERESTED WOULD BE TO REGISTER WITH TOP.

6. STATE LEVEL DISSEMINATION OF T.O.S IS SEEN AS ONE
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WAY TO INCREASE, GREATLY AND AT NO COST, THE NUMBER OF COMPANIES EXPOSED TO T.O. INFORMATION. IT IS FELT THAT MANY OF THESE COMPANIES, CERTAINLY THE MORE SERIOUS EXPORTERS, WILL BE WILLING TO PAY FOR THE FASTER AND GENERALLY BETTER T.O. SERVICE AVAILABLE FROM TOP DIRECTLY. INGERSOLL

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**TAGS:** BEXP, JA
**To:** OSAKA KOBE
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